Videoconferencing Research and Best Practices

for

Utah State Government
Videoconferencing/Remote Communications Task Force

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Videoconferencing Topical Information Points of Interest

- IP video revenue is increasing from $950 million in 2003 to $2.5 billion by 2006.
- The U.S. market for telemedicine equipment and services is growing 20 percent annually
- The overall market for conferencing and collaboration is growing by 24% per year to $4 billion in 2008
- The market for enterprise personal video communications is growing 78% annually, with 340 million users expected in businesses by 2008 as video communications become integrated with voice, instant messaging, and Web collaboration
- In Arizona, attempts at delivering health education services to Arizona Hospital and Healthcare Association (AzHAA) members on location included an unsuccessful satellite technology project and limited participation in an online learning site that enabled some staff to earn Continuing Education Credits (CEUs). Video conferencing provided a less than optimal solution to include staff from remote facilities in board or HFMA meetings, requiring TVs, ISDN lines, and a support technician on call. To find a single platform for all its communication needs, AzHAA turned to the Internet and began to evaluate web conferencing tools.

Executive Summary

If there were any conclusion that I might propose, it's that videoconferencing is not being referenced as a standalone solution or technology in the marketplace at this point.   Also, technology of any type is generally not referenced for a specific department or purpose (ie. Education or healthcare) at a State level, but rather the initiatives are broad and community based (ie. City, county, state, regional, national).

The trend seems to be toward convergence of technologies, with the lines between video, voice, image and data vanishing.   As you'll see from the attached documents, the topic is one of the "digital community" and the value of technology across government entities right down to the constituent and consumer level.   The economic development aspects are emphasized as well, with lower costs for employment, higher efficiencies, better customer (constituent) services, faster response, etc.

Information Gathered

There is an overwhelming amount of information on the web regarding videoconferencing and communication technologies in government.   I've included a significant number of documents, but it's only a "drop in the bucket" and a tiny sampling of what's available.   Given the time committed, it's quite a bit of information to digest.

Attached is .zip file that contains the following set of folders:

- **Case Studies and Video**
- **Colorado**
- **Mariposa County – AZ – Videoconferencing RFP and Project**
- **Studies and White Papers**
- **Wireless Studies and Reports**

I suggest that you review these in order, although I don't think you'll personally find time to read all of the material (I certainly didn't).

Starting with **Case Studies and Video**, watch the video on Kane County, Illinois.   There's a commercial component at the end, but this is a good introduction into the value of digital communications and the linkages it can provide.   There are several Case Studies – I would suggest you read through the Northern Lights one, at least, and a couple of others that catch your eye.

Moving on to **Colorado** – I included these docs as an example of what our neighbor to the East is doing, especially since there are legislative and policy references and examples. These may serve as templates for our efforts, or at least a guide on what others are doing.

Mariposa County is yet another example, although not at the State level, still a valid reference, especially since the RFP provides an example of a complete project.

Studies and White Papers may seem a bit overwhelming, but I decided to include quite a bit of content here.
- The reports from the PEW Charitable Trust are excellent, and the www.PEW.org website is a good one.
- The nine-state comparison of networks might be a useful benchmark – would be interesting to see how Utah compares.
- There's a useful White Paper on Choosing a Videoconferencing Solution.

Wireless may or may not be relevant for the scope of our efforts, but I would advise that it does fit, and there were sufficient references to wireless in government, particularly in the value of reaching remote/mobile users that I decided to include it.

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